

Linotype stars boost new font line-up in Mac OS X

Apple's new OS aimed at graphics professionals with old and new Linotype classics

Bad Homburg [date]: Since the early days of the MAC Apple Computers and Linotype Library can look back onto and be proud of a constantly ongoing and prospering business relationship. Apple Computer has lately handpicked a collection of Linotype Library's classic typefaces to join the new font line-up for Mac OS X. The inclusion of multiple weights from families such as Neue Helvetica, Optima and Didot, underlines Apple's professional-led market for its sophisticated new OS.

A total of 29 typefaces from six famous Linotype families have been licensed by Apple for Mac OS X. These include 10 weights of Neue Helvetica, designed by Max Miedinger in the 50s, re-drawn by the Stempel studio for Linotype in 1983 and now the world's most popular typeface. All six typefaces in the Zapfino family, designed by Hermann Zapf, one of the world's greatest living typeface designers provides Mac OS X users with one of the finest handscripts developed in recent years. In addition, Apple has licensed five of the 14 weights in the Optima family, four Didot faces, three Copperplate Gothic typefaces and a single weight of Adrian Frutiger's Herculanium which was one of Linotype's acclaimed 'Type Before Gutenberg' range released in 1990.

Bruno Steinert, Linotype Library's managing director, comments: 'The Mac has long been associated with media and graphics professionals and Apple has reinforced this positioning with the launch of Mac OS X, delivering a professional-level font handling and management system to users. The Linotype typefaces that have been licensed by Apple, have been selected because they represent classical typographic quality whether, as with Neue Helvetica, an existing standard or, as with Zapfino, which after two years is already a classic.'

[Linotype Library GmbH – a member of the Heidelberg Group – is one of the world's leading type foundries with more than 5200 PostScript and TrueType fonts for Mac and PC in its portfolio. Known worldwide as the source of the most famous originals. Using advanced technology to maintain and develop its growing library of high quality typefaces, it continues to set design standards worldwide. Linotype FontExplorer, a browser and navigation system enables design professionals as well as occasional typeface users to find and purchase any font from Linotype Library and is available on CD-ROM or online at www.linotypelibrary.com]

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